Bristol Warren Regional School District WEBSITE PROTOCOLS
December 22, 2017

Introduction

Web sites maintained and supported by the Bristol Warren Regional School District (BWRSD) exist to provide educational opportunities for our students, instructional support for our teachers, and information for our community. BWRSD websites will reflect our overall mission of the school district and commitment to excellence. The following protocols are intended to provide guidance to staff and contributors of BWRSD websites in the design and development of webpage content which will live within the BWRSD web environment. The following protocols must be adhered to in order to ensure the quality, safety, and coherence of the BWRSD Web environment, as well as compliance with applicable policy and regulations pertaining to digital content and data privacy.

I. **Definitions**

- BWRSD web site: Any site developed by faculty, student, or staff of the BWRSD which is located within the BWRSD domains.
- Public site: Any BWRSD web site which is visible by the public via the Internet (i.e., outside the internal BWRSD network.)
- Intranet: Any BWRSD web site which is only accessible from within school or administrative locations.
- Restricted sites: Any BWRSD website which is not meant for public viewing and is password protected.

II. **Goals of the BWRSD Web Sites**

- Enhance teaching and learning
- Enrich the home-school connection
- Inform and connect with the larger community
- Enhance efficiency and effectiveness of administrative functions

III. **Safety and Security**

All relevant BWRSD policies apply to web pages as an extension of the school activities. This includes: FERPA (JP), Educator Code of Professional Responsibility (GBCD), Technology Resources Responsible Use Policy (JFB), Student Conduct and Discipline (JFC), Assault, Dangerous Weapons, Dangerous Instruments, and Electronic Devices in Schools (JFCJ) and RI Statewide Bullying policy (JFCK).
 In addition, the following specific rules apply:
- No public Web page shall include any personally identifiable information about students, including, but not limited to, phone number, email address, physical address, names of

family members or friends, or information about student schedules or regular locations at specific times. (FERPA JP and JP-E and JFB)
- Public Web pages shall not identify students. (FERPA JP and JP-E and JFB)
- Public Web pages may use identifiable images of individual students unless a parent or legal guardian explicitly prohibits their use in writing. (FERPA JP and JP-E and JFB)
- Unauthorized modifying, deleting, or other interfering with normal storage and display of material on any BWRSD site is expressly prohibited. (JFB)
- Any staff email addresses used on BWRSD web sites shall be official BWRSD webmail accounts.

IV.   Content Standards (JFB)

All content (i.e., text, images, video, and audio) on BWRSD web sites must conform to BWRSD policies, including, but not limited to, privacy of student and staff information (FERPA JP and JP-E and JFB). Content that includes offensive, obscene, or harassing language, any expression of intolerance related to religion, race, or sexual orientation is expressly prohibited (JFB). In addition, the following rules apply:
- All material on BWRSD web sites must relate to school and district authorized programs, activities, or events.
- All material on BWRSD web sites is subject to review, modification, and removal from the web site without notice.
- All content including links to external (non-BWRSD) sites must be carefully considered for accuracy, appropriateness of language, and respect for others. Decisions regarding suitability of web page content may be made by teachers or other staff responsible for the web page; however, final decisions of appropriateness shall rest with the Superintendent.
- All submission of teacher and staff material to any BWRSD web site shall constitute an irrevocable, non-exclusive grant of license to publish, in accordance with the RUP, which shall control assignment of all other rights. No copyright of student material is assumed, and all other rights shall remain with the student.
- BWRSD linked documents should be hosted in the web site software or the BWRSD shared drive. Linked documents should not be hosted in users' BWRSD google accounts.

V.   Technical and Web Standards

- All web pages developed by BWRSD staff members, related to school and district programs, must be built within the BWRSD domain, using tools and templates approved by the Technology Director or designee.
- All web content should be developed in compliance with W3C standards and must be browser and platform agnostic.

- All web content should be reviewed for compliance with accessibility standards and, where applicable, modified to maximize accessibility. Specifically, all externally facing district information must be made available in either open formats or via free readers.
- All material must conform to any applicable publishing guidelines, currently existing or adopted in the future by the BWRSD, including, but not limited to standards for graphics, multimedia, branding, identity, and language.

VI.   Copyright

The BWRSD respects intellectual property rights and will not tolerate any use of BWRSD web content which violates copyright.(JFB)
- No copyrighted materials may be displayed or shared on BWRSD web sites without the express written permission of the copyright holder. The only exception to this are copyrighted materials reproduced in conformance with fair use (JFB).
- All students, teachers, and staff are responsible for materials posted under their control, and must insure compliance with copyright (JFB).
- The BWRSD web site will conform to the requirements of the Digital Millennium Copyright Act (DMCA 512) and the Director of IT shall serve as the authorized agent for DMCA queries.